

## Overview of the ADAW Fundraising Toolkit

---

Dear Friends,

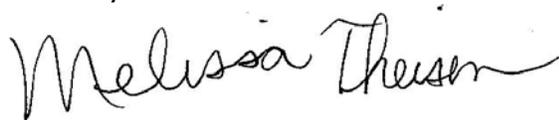
We very much appreciate your interest in helping the Alzheimer's & Dementia Alliance of Wisconsin (ADAW).

We define a "third party fundraising event" as a fundraising activity created and run by a non-affiliated group or individual. To guide you with your event, we created this fundraising toolkit. We hope it provides you much support as you begin your fundraising event journey.

All proceeds from your third-party fundraising event stay in Wisconsin to benefit those affected by Alzheimer's disease or other forms of dementia. Services support individuals, families and professionals impacted by Alzheimer's disease or other dementia through early stage programming like *Crossing Bridges* and *Meeting of Minds*, educating folks on dementia-related issues and concerns; private family and professional consultations; support groups; training programs; advocacy on public policy issues statewide; a toll-free helpline and more.

Thank you for your interest in hosting an event in support of the Alzheimer's & Dementia Alliance of Wisconsin. We look forward to working with you!

Sincerely,



Melissa Theisen  
Development Director  
[Melissa.Theisen@alzwisc.org](mailto:Melissa.Theisen@alzwisc.org)  
608-232-3410

## Host an Event

---

Hosting an event is a great way to support ADAW, but it takes a lot of planning from start to finish. Below is a planning list to get you started!

### ***Decide what type of event you want to host***

It's important to choose an event that reflects your commitment. Consider the time you have to organize the event, the amount of funds you would like to raise and the interest of those around you.

### ***Form a planning committee***

Your planning committee should have enough members to share the work. It's always helpful to have individuals with a variety of skills to help achieve your goals.

### ***Make a list of realistic and measurable goals***

There is a lot to consider when setting your goals. It's a good idea to discuss the event goals with your planning committee. That way everyone is on the same page and reaching for the same outcomes.

### ***Submit an event proposal form***

Once you know what type of event you would like to organize, fill out and submit an event proposal form to ADAW.

### ***Schedule the event***

Be sure to consider both the date and location of your event. Choosing a date that will work for your target audience is as important as the venue you choose.

### ***Promotion***

Promoting your event is a very important aspect of your event's success. Allow for enough time to get the word out. An ADAW staff member can provide guidance on how to promote and publicize your event through ADAW's resources such as our website and Facebook page.

### ***Event Execution***

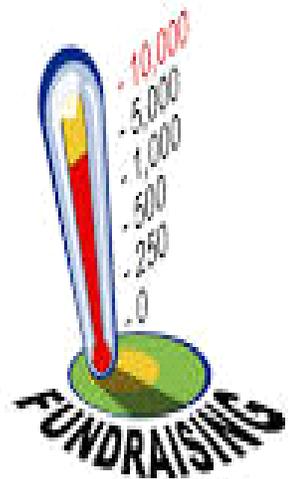
A lot goes on the day of an event. It helps to have a plan in place that includes assignments for committee members and volunteers.

### ***Post-event thank you***

This provides a great opportunity to acknowledge those who helped and supported your event.

## Ideas for Fundraising throughout the Year

- Auction a prime parking spot for a week
- Bachelor/Bachelorette Auction
- Bake Sale
- Barbecue Night
- Bingo Night
- Bowl-a-thon
- Candy Grams or Balloon Grams
- Canoe or Tubing Event
- Car Show
- Card Tournament (e.g., poker, gin, rummy, etc.)
- Chili Cook-off
- Cocktail Soiree
- Craft Fair
- Cross Country Bike Ride
- Cross Country Ski Loop or Race
- Cross-fit Strength and Conditioning Contest
- Email signature donation campaign
- Fashion Show
- Fishing Contest
- Fitness Challenge
- Garage or Yard Sale
- Garden Tour
- Hula-hoop Contest
- Ice Cream Social
- Jeans Days at Work
- Jewelry Party
- Live Music Event
- Motorcycle Ride or Poker Ride
- Neighborhood Rummage Sales
- Paint Nites
- Pancake Breakfast
- Penny Wars or Loose Change Drive
- Plant or Flower Sale
- Read-a-thon
- Restaurant Give Back Nights
- Run a Marathon and Ask for Pledges
- Scavenger Hunt
- Scrabble, Chess or Checkers Tournament
- Silent Auction
- Snow or Sand-Sculpting Contest
- Spaghetti Dinner
- Special Occasion Gifts
- Spinning Class
- Spirit Chain
- Tournaments (tennis, volleyball, field hockey, basketball, softball, etc.)
- Track and Field Clinic (indoors or out)
- Wedding Favors
- Wine & Chocolate Tasting
- Work potluck
- Zumbathon



*Have any different ideas or seen something used in the past? Tell us about it!*



## How ADAW can help with your event?

---

Please know that the ADAW staff is extremely limited to what kind of assistance can be provided to third-party fundraising events. See below for more details.

### **What ADAW is able to provide:**

Suggestions on third-party fundraising events.

Advice on event planning for a specific third-party fundraising event, when time allows.

Promotion of your event:

- One post of event information on the Alzheimer's & Dementia Alliance of WI Facebook page, [facebook.com/theADAW](https://facebook.com/theADAW);
- Information posted on the bi-weekly e-newsletter;
- One email message sent to county specific walkers;
- Information posted on specific county walk website.

Provide tax receipts for all donations made payable and submitted with the name "Alzheimer's & Dementia Alliance of Wisconsin" or "ADAW".

The use of the Alzheimer's & Dementia Alliance of Wisconsin or the Alzheimer's Walk logo in promotional materials when approved by a member of the staff

### **What ADAW is unable to provide:**

A guarantee that staff or Board Members be in attendance at the event.

A guarantee that volunteers can help at the event.

Access to ADAW's mailing lists, donor lists or contacts.

Responsibility for any funds associated to the event, including, but not limited to expenses, purchases, permit fees, venue fees, advertising costs, insurance, liability coverage.

Use of ADAW's tax-exemption number for purchases related to the event.

## Third-Party Fundraising Guidelines

---

When preparing for your event, please keep in mind ADAW's guidelines. See below for more details.

### **Marketing & Promotion**

All promotional materials for the event should reflect the Alzheimer's & Dementia Alliance of Wisconsin as a beneficiary of proceeds, not conducting or sponsoring the event (ex: Proceeds to benefit the Alzheimer's & Dementia Alliance of Wisconsin).

The use of the Alzheimer's & Dementia Alliance of Wisconsin or the Alzheimer's Walk logo is reserved for events put on by ADAW. Any desired use of the ADAW logo or Alzheimer's Walk logo must be approved by a member of the staff.

Please use the names "Alzheimer's & Dementia Alliance of Wisconsin" or "ADAW" in any promotional materials.

Any expenses occurred in the promotion of the event will not be the responsibility of ADAW, including but not limited to advertisements and mailings.

### **Event Liability**

Necessary permits, insurance and licenses must be obtained by the person or organization holding the third-party fundraising event (ex: raffle licenses, park permits, etc.).

ADAW will not be held liable for any funds associated to the event, including but not limited to expenses, purchases, permit fees, venue fees, advertising costs, insurance, liability coverage.

### **Event Expenses**

ADAW will not reimburse any expenses related to the event.

All solicitations to businesses or individuals for the event should reflect the Alzheimer's & Dementia Alliance of Wisconsin as a beneficiary of proceeds, not requesting the donation (ex: Could you donate a gift certificate for a fundraiser held by XYZ, benefitting the Alzheimer's & Dementia Alliance of Wisconsin?).

No goods should be charged or invoiced to ADAW.

## Social Media

---

Social media can be a great tool to help drive people to your event, and it allows you to reach a wider audience.

### **Facebook**

If you have a Facebook account, there are a few ways you can share your event.

Making status updates to your own Facebook page will allow all your friends and family to see and learn about your event. We suggest doing a series of posts. Tell friends about your event, post pictures from committee meetings, ask people for advice, and so much more!

You can also create an Event Listing through your personal page. Event Listings can provide all your event information. It also allows for you to easily invite all your friends and family to attend. If you set the Event Listing to public view, your friends and family can share this event with individuals they know.

For larger events, you can create a dedicated Facebook Group for your event. Pages allow participants to receive updates before and after the event. This is also a great way for participants to upload photos and videos to share. Visit the Facebook Help Center to get help with creating your own page.

We highly encourage you to engage our Facebook page, Alzheimer's & Dementia Alliance of Wisconsin, within your Facebook promotions. Please tag us, invite us or share our information.

### **Twitter**

Similar to Facebook, there are a couple different ways you can go about sharing an event on Twitter.

You can start by tweeting event information on your personal Twitter account. Be sure to include date, time, location and where proceeds go. We suggest taking the time to follow some new individuals that you believe would be interested in your event.

For larger events, you can create a dedicated Twitter account. We encourage you to put this information on your promotional materials, so your participants can start following you as soon as possible. Visit the Twitter for Business Guide to get help with creating an account.

## Event Proposal Form

---

Please fill out the form below and submit to the Alzheimer's & Dementia Alliance of Wisconsin, 3330 University Ave., Suite 300, Madison, Wisconsin 53705 or email [Melissa.Theisen@alzwisc.org](mailto:Melissa.Theisen@alzwisc.org).

### Contact Information:

Contact person: \_\_\_\_\_

Business or organization name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Event Details:

Date submitted: \_\_\_\_\_

Event name: \_\_\_\_\_

Event date: \_\_\_\_\_ Time: \_\_\_\_\_ to \_\_\_\_\_

Venue name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

\_\_\_\_\_

Please provide any additional information about the event below:

## Thank you!

---

The Alzheimer's & Dementia Alliance of Wisconsin would like to thank you for your commitment to supporting our organization. Contributions made through third party fundraising events are very much appreciated. We know they take a lot of time and effort. So, THANK YOU FOR YOUR HARD WORK! Together, we can make a difference in the lives of those touched by Alzheimer's or dementia.

If you have any questions, please contact our main office at 608.232.3400 or toll-free at 888.308.6251.